

ORDER



Orders

Order / Rev:	69172
Alt Order #:	9856103 /Brad
Product Desc:	Bob Casey for Senate
Estimate:	
Flight Dates:	10/30/12 - 11/05/12
Original Date / Rev:	10/30/12 / 11/07/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	Shorr Johnson Magnus
Buying Contact:	
Billing Contact:	
	1831 Chestnut Street
	Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Casey/D/Senate
Demographic:	HH
Product Codes:	State Elections
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	17	\$2,965.00	\$2,520.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$2,965.00	\$2,520.25	0.00
Totals	17	\$2,965.00	\$2,520.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	25%	\$2,965.00
Market	100%	\$11,860.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$8,895.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6a-7a	M-WTF--	:30	4	\$120.00	P-2	0.00	NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-WTF--		4	\$120.00			0.00					
N 2	WHP	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M-WTF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-WTF--		4	\$75.00			0.00					
N 3	WHP	10/31/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-WTF--		5	\$325.00			0.00					

Order / Rev: 69172
 Alt Order #: 9856103 /Brad
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Casey/D/Senate
 Product Desc: Bob Casey for Senate
WHP-TV CBS21
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	10/31/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M-WTF--	:30	4	\$140.00	P-2	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	M-WTF--		4			\$140.00		0.00				

Totals 17 \$2,965.00